GOVERNMENT OF INDIA
PETROLEUM AND NATURAL GAS
LOK SABHA

UNSTARRED QUESTION NO:828
ANSWERED ON:22.11.2001
MARKETING STRATEGY OF OIL PSUS
JASWANT SINGH YADAV;SURESH RAMRAO JADHAV (PATIL)

Will the Minister of PETROLEUM AND NATURAL GAS be pleased to state:

(a) whether Oil PSUs have made marketing strategy for sale of their products at their outlets;

(b) if so, the details thereof; and

(c) the extent to which it is beneficial to boost the sale of their products and to meet the competition in the market?

Answer

MINISTER OF STATE IN THE MINISTRY OF PETROLEUM & NATURAL GAS (SHRI SANTOSH KUMAR GANGWAR)

(a) to (c) Yes Sir, Public Sector Oil Marketing Companies have introduced various new concepts as part of their marketing strategy for sale at their retail outlets like: -

i) Up-gradation/modernisation of their retail outlets;
ii) Setting up of value added facilities like convenience stores, ATM, auto car-wash, cyber cafÃ©, pizza outlet, pharmacy, provision of digital air gauge etc.
iii) Increasing productivity of the retail outlet network through revamping of the retail outlet portfolio and expansion of the network to high potential markets.
iv) Ensuring retail customer loyalty through incentive programmes so as to retain and improve upon market share.